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A NEW STRAWBERRY OF A NEW TYPE,

"The Patagonia"

THE strawberries are an exceedingly variable genus of plants, mostly natives of Europe, North America and the West Coast of South America. Some scientific botanists divide the genus into one hundred and thirty species, while others make only three or four species at most. Take your choice in this matter. It only indicates what all are slowly learning, that horticulture may be as accurate a science as is the classificatory botany of the schools.

The strawberries of the present time are about where the potato was forty years ago; many varieties are imperfect in blossom, others adapted only to certain soils and special conditions of culture, many are subject to various foliage diseases, some produce one crop and then disappear, not being able to produce an abundance of fruit and sufficient runners for renewal, others produce too many "nubbins" or imperfect berries, others too many runners.

Several species may have contributed towards the production of the common garden strawberry, but it is generally admitted that all our best strawberries have descended wholly or in part from one of the Chilian strawberries (Fragraria Chiloensis). No known wild strawberry compares with the modern hybrids in their general combination of good qualities even with their many defects.

Some twenty-five years ago the work of improving the strawberry was commenced on my grounds; all the popular varieties of that time and also the wild strawberries of New England, Alaska, Norway and the far better ones of the California seashore and mountains were used. Many promising new ones were produced, but none which were thought sufficiently improved to replace the best then known and the work of improving the strawberry was discontinued until five years ago, when one of my Chilian collectors (from whom I have received during the past five years more than three thousand species of new wild Argentine, Chilian and Patagonian plants), sent seeds of the wild strawberries from both the lofty Cordilleran mountains between Chile and the Argentine Republic and from the Coast regions of Southern South America. Among these new wild strawberries were some with unusual qualities, which promised to be of untold value when amalgamated with the best European and American strains.

The best combination in this work with new material resulted from the crosses of the best of the new Chilian with Brandywine, Longworth's Prolific, Monarch, Marshall and some of our native California berries, but no striking or very unexpected results were observed until the second generation, when among the very numerous hybrid seedlings under test was found this unique berry, which was at once recognized as **the grand prize** which has at last been produced, after such expense, labor and care during the past twenty-five years.

DESCRIPTION OF THE

NEW HYBRID STRAWBERRY,

"The Patagonia"

OF the twenty standard varieties of Strawberries now growing on my home places the "Patagonia" commences to ripen **first** and **continues to bear** the **longest.**

Well grown plants are about one foot in height and twelve to eighteen inches across. The leaves are large and unusually thick and firm, with a thin silky down, and **are never injured by sunburn, where other varieties are either seriously browned or wholly destroyed.**

The **berries** grow on **stiff branching stalks,** which, while generally holding the berries free from the ground, yet do not expose them to the hot sun, so that in warm, dry weather the berries **keep** here in best condition a **week or more on the vines.** The **berries** are **uniformly large,** single berries sometimes weighing an ounce each at the beginning of the season, decreasing somewhat in size during the heat of midsummer, but are even larger in the fall if the runners have been removed; fine scarlet color with a handsome **pale yellow flesh.** The seeds are so very small as to be almost imperceptible.

The berry though **firm** and a **remarkably good keeper** is of **most exquisite quality,** melting in the mouth with a sweet **pineapple,** strawberry and cream like flavor, and **can be freely eaten by those who cannot eat the common acid strawberries now grown.**

The calyx is extraordinarily large. This keeps the berries apart, giving an air space, making them keep much longer than ordinary berries and adding a peculiar fresh beauty when offered in boxes or baskets.

But above all, this new strawberry is a home berry. Easy to raise, producing great quantities of large, firm, sweet, delicious, pineapple-flavored berries without the usual care necessary to produce good strawberries. **It is the first of a new race which has come to make strawberry growers rejoice.**

Everyone who has seen the **"Patagonia"** has been surprised and delighted with the vigor and surprising productiveness of the plants, the size, beauty, exquisitely delightful flavor and aroma of this, the King of Strawberries.

This new strawberry is confidently expected to take at once the same high place in the estimation of planters, dealers, and consumers that the Burbank potato, Burbank plum, Shasta daisy, Burbank and Santa Rosa roses, Giant Winter rhubarb, Phenomenal and Himalaya berries and our numerous other productions have taken, becoming world-wide standards of excellence —in other words, of the **"Burbank Quality."**

Everybody knows John Burroughs, the poet and writer; he says, "Wonderful pine-

apple flavor"; "the most delicious strawberry that I ever tasted."

George C. Roeding, proprietor of the great Fancher Creek Nurseries, says, "The vigor of the plant is most remarkable, the fruit most delicious."

Dr. George H. Shull, of the Cold Spring Harbor Experiment Station, Long Island, New York, says, "Never have I seen such a vigorous, healthy lot of strawberry plants; the berries are delicious. Never tasted any fruit of any kind to equal them."

Henry W. Kruckeberg, editor and publisher of the Rural Californian and other horticultural magazines, says, "The best strawberry that I have ever tasted."

Dr. S. E. Chapman of Oakland, California, says, "The most delicious morsel that I have ever tasted in my life."

Hermon Brown, Curator Public Gardens, Rhodesia, Africa, says, "The most delicious strawberry I ever tasted, either cultivated or wild."

Dr. Gustav Eisen, the well-known botanist and writer on horticultural subjects, says, "Absolutely new in growth and appearance, in quality superb."

PRICES:

Ten plants by mail, prepaid..... $1

Twenty-five plants, prepaid, by mail or express $2

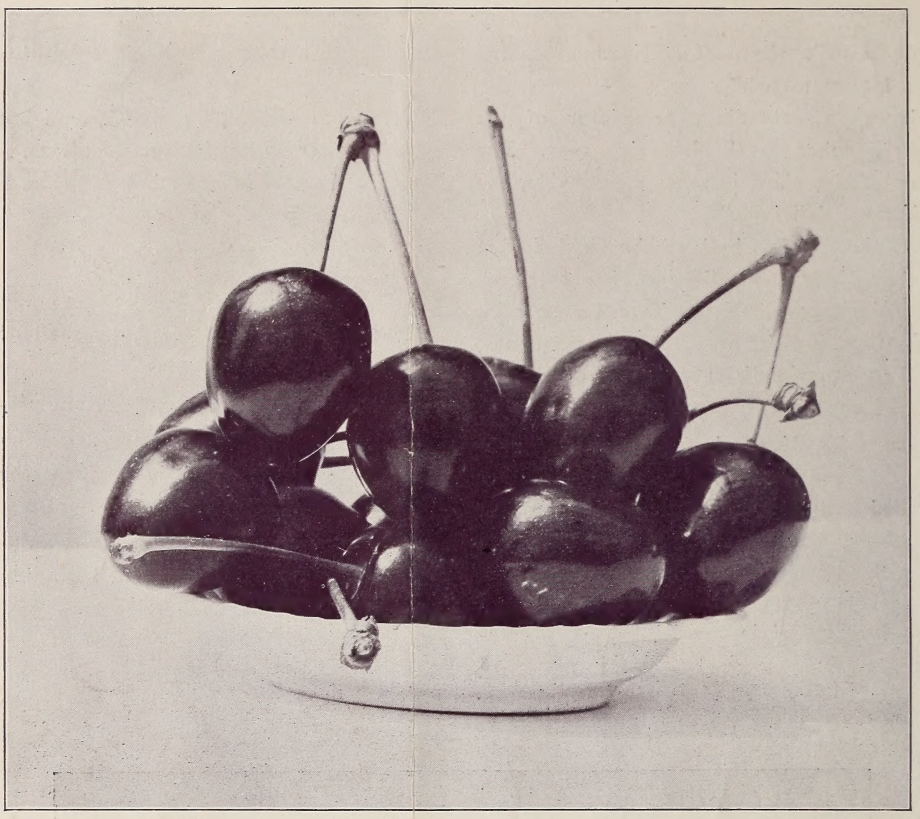
One hundred plants by express, not prepaid $4

One thousand plants by express or freight $30

Plant now on any good soil in rows three feet apart, fifteen inches apart in the rows. For an abundance of berries, pull off the runners and give plenty of water.

LUTHER BURBANK,
Santa Rosa, Cal., U. S. A.

1911-1912



A little over one-half natural size.

A New Cherry---The "Burbank"

HE earliest of all large cherries. The largest of all early cherries, and not only the best of all early cherries, but unsurpassed by any cherry of any season.

The **"Burbank"** brought in the Eastern States at the wholesale public auction sales in 1908, **fifteen dollars per ten pound box,** and seven dollars and fifty cents per ten pound box later in carload lots, and in 1909 sold again in Philadelphia at the fabulous price of **Thirty-one Dollars** per box of ten pounds. **Just three dollars and ten cents per pound wholesale.**

The **trees** are models in form, vigor and never-failing productiveness.

The **foliage,** which is of unusual size, is so placed that the **fruit** is fully protected from birds and cracking by late Spring rains.

The **"Burbank"** is THE early cherry.

Only a few one-year-old trees for sale this season; $1 each; ten for $7.

LUTHER BURBANK,
Santa Rosa, Cal., U. S. A.

THE JAMES H. BARRY COMPANY SAN FRANCISCO